



Euromonitor
International

Concentrates in Belgium

November 2025

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Concentrates in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer interest in concentrates remains limited in 2025

INDUSTRY PERFORMANCE

Concentrates struggle to stay relevant amid competition from other soft drink categories

Liquid concentrates represents most volume sales, but powder concentrates shows dynamism

WHAT'S NEXT?

Concentrates likely to face challenges as consumer interest wanes

Powder formats expected to drive future innovation

E-commerce and non-food channels to gain relevance

COMPETITIVE LANDSCAPE

Teisseire and SodaStream lead but face mounting pressure from private label and niche players

Private label sees dynamic growth in 2025

CHANNELS

Supermarkets lead, but specialist retailers gain traction

E-commerce sees dynamic growth in 2025

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Buoyant performance for Belgian soft drinks in 2025

Functionality remains a key driver of innovation and growth

Smaller pack sizes are becoming increasingly common

WHAT'S NEXT?

Growth moderation predicted over the forecast period

Functionality will remain a focus growth area

Distribution landscape may need to diversify

COMPETITIVE LANDSCAPE

Coca-Cola continues to benefit from strong brand recognition and widespread distribution

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